SAFWAT KAMAL

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DIGITAL DESIGN MANGER @ DIGITAL HELPERS CLUB | E-COMMERCE & DIGITAL PRODUCTS CONSULTANT | FOUNDER @IBTEKR CLUB | UX/RESEARCH | CREATIVE DIRECTION | DESIGN SYSTEMS | BRANDING & MARKETING | 10+ GLOBAL DESIGN AWARDS



SUMMARY

Bilingual with more than 18 years' diverse design experience across UI/UX and creative direction. Led projects for major companies (Alshaya, AlFuttaim, STC), managing design labs, building teams, and executing 100+ digital products for brands like H&M, Ikea, Jawwy TV. Skilled in agile, project management, team coordination, and cross-functional collaboration.

SKILLS

Team Managment

Design User Experience

E-Commerce

UX Strategy

User Interface Design

Primary / Secondary Research

User Testing

User Interviews

OmniChannel

Creative Direction

Brand Strategy

Marketing plan

Branding

Project Management

Project Plan

LANGUAGES

Arabic | Native

English | Advanced

EXPERIENCE

Digital Design Manger (Remotely) 2024 — Present

Digital Helpers Club — Dubai / Egypt

- Lead and mentor a design team, fostering a culture of creativity, collaboration, and innovation.
- Set clear design goals and objectives, aligning them with the business's overall strategy.
- Design growth-driven omnichannel experiences. Ensure consistent identity, marketing, and user journeys across all touchpoints.
- Conduct research and user testing to ensure designs are user-centered and meet business goals.
- Manage the design process from ideation to final execution, ensuring projects are delivered on time and within budget.
- Collaborate with cross-functional teams (engineering, marketing, product) to ensure seamless integration of design.
- Collaborate with stakeholders to create a brand strategy aligned with their business goals.
- Stay up-to-date on the latest trends and technologies and share with stakeholders and team members to implement them strategically.
- Collaborate with the marketing team to craft a seamless omnichannel strategy, optimizing traffic flow between online and offline channels.
- Develop and implement training programs to help team members stay current with industry trends and best practices.

Digital Design Manager (Hybird) Jun 2019 — Jan 2024

Alshaya — Kuwait / Dubai

- Spearheaded the development of design guidelines, user journeys, and scenarios for digital products across multiple brands, impacting over 7 countries.
- Orchestrated the creation of a comprehensive design system encompassing UI, interactions, functions, and behaviors, ensuring its seamless implementation across all digital platforms.
- Led commercial digital design endeavors for various brands, from ideation to release, encompassing monthly and seasonal updates across diverse platforms.
- Championed user experience comparisons against competitors to identify strategic advantages and enhancement opportunities.
- Collaborated closely with trading teams to align user expectations with business goals, translating concepts into tangible results.

Digital Design Lead Oct 2017 — Nov 2018

STC · Middle East (Intigral) — Dubai / KSA

- Drove the formulation of UI & UX guidelines, user journeys, and scenarios across different platforms for Dawri Plus & Jawwy TV.
- Pioneered guidelines covering UI, interactions, functions, and behaviors, executed across websites, mobile apps, and social media platforms.
- Managed design reviews from UI & UX perspectives, aligning stakeholders and developers with established guidelines and user flows.
- Implemented agile methodologies, orchestrating sprints and deadlines, bridging design and stakeholder teams.
- Crafted high-fidelity prototypes for usability tests, amassing user insights and driving iterative product enhancements.

Digital Design Specialist Jan 2014 — Aug 2017

Al Futtaim — Dubai

- Spearheaded user-centered digital design projects in collaboration with cross-functional teams.
- Established and sustained design systems and guidelines for brand consistency and adherence to best practices.
- Conducted user research, design thinking workshops, and usability tests to inform design decisions and elevate user engagement.
- Aligned digital design with overarching brand and marketing objectives, collaborating with the marketing team.
- Managed multiple projects concurrently, consistently delivering high-quality designs within stipulated timelines.

Digital Design Senior Jan 2012 — Dec 2014

Alshaya — Kuwait

- Generated intuitive, responsive, and visually appealing user-centered designs across platforms.
- Collaborated closely with stakeholders, developers, and project managers to define project requirements and objectives.
- Developed wireframes, prototypes, and high-fidelity designs aligned with project specifications.
- Mentored junior designers, fostering their growth in design principles and techniques.

Web & Graphic Design Senior Sep 2010 — Oct 2011

Design Box — Kuwait

- Collaborated across teams to design materials consistent with brand guidelines and business objectives.
- Developed and maintained design standards and templates for digital and print materials.
- Created wireframes, mockups, and prototypes to communicate design concepts.
- Managed junior designers, providing feedback and guidance on projects.

Web & Graphic Designer Feb 2009 — Jul 2010

Think Advertising Agency — Egypt

- Produced effective graphics for both print and digital media.
- Collaborated with developers to ensure accurate implementation of designs.
- Managed design assets and presented design concepts to stakeholders.

Graphic Designer Jan 2008 — Jan 2009

Hive Agency — Egypt

- Designed for diverse mediums, including websites, print materials, packaging, and ads.
- Developed design ideas based on client needs and industry trends.
- Collaborated with cross-functional teams and provided creative solutions.

Graphic Design Junior Feb 2006 — Nov 2007

Link Dot Net — Egypt

- Supported senior designers, contributed to web banners, and generated creative concepts.
- Produced graphics for various media, adhering to guidelines and collaborating across teams.

EDUCATION

User Experience Nanodegree Mar 2021 — Jan 2022

Udacity School — Online

Enhancing design performance - Conducting interview-based research - Creating insightful research reports - User Testing

Scrum Master 2019 — 2020

Scrum Alliance Academy — Dubai

Scrum Framework - Effective Sprint Planning and Execution - Collaborative Enhancement - Agile Methodology Fundmentals

Responsive Web Design Fundamentals Mar 2016 — Oct 2016

Google School — Online

Responsive Web Design Rules - UI/UX Fundamentals - Improving Accessibility / Usability

Marketing & Ecommerce Diploma 2010 — 2011

Biritsh Phoenix Academy — London

Marketing Strategy - Marketing Research - Marketing Plan

Art & Creativity Diploma 2007 — 2008

New Horizons Academic — Egypt , Cairo

Creative Direction / Branding / Guidelines

Faculty of Law 2001 — 2005

Ain Shams University — Egypt, Cairo